

Letter to Internship Students

ZARB STUDENT REGISTRATION PROCESS FOR Credit-Bearing INTERNSHIP

The following steps will be followed by Zarb undergraduate and graduate students seeking to register for internship courses for credit prior to beginning their internship. This process will take approximately one week:

1. Students must contact the Internship Coordinator (Dr. Songpol Kulviwat) and/or the Chairperson (Dr. Anil Mathur) to discuss the followings:
 - appropriate internship course number (see list below);
 - number of course credits;
 - faculty advisor selection;
 - the appropriate paperwork (“Internship Sponsorship Form”) and/or offer letter from the employer confirming the internship offer which includes the start and end dates of the internship;
 - After this consultation, students should review information available on our department website (<https://www.hofstra.edu/business/marketing-international/>) and scroll down to find Internship Resources;
 - Specifically, see the descriptions and requirements and then decide which one you want to do: <https://www.hofstra.edu/sites/default/files/2021-03/letter-to-internship-students.pdf>
 - Once you decide, fill out an internship application form online <https://my.hofstra.edu/web/home-community/student-internship-courses>
2. Once the form is completed and submitted online, internship coordinator will review submitted information and either approve or disapprove. If disapproved, student will be sent an email indicating this disapproval. If approved, information will be transmitted to chairperson for review.
3. Chairperson will review submitted information and either approve or disapprove. If disapproved, student will be sent email indicating this disapproval. If approved, student will be sent email indicating course registration procedures. Once the chairperson approves the internship, all information regarding the internship will be saved on a Zarb Internship for Credit Database.
4. After that we will create a class for you to register. It takes approximately a week for the class to be set up. Once it has been set up, you will be able to register for the internship class.
5. Upon chairperson approval, graduate international students must visit the Graduate Business Programs Office, 3rd Floor, Business School building for CPT approval. Students should bring the internship description and offer letter/email to the Graduate Business Programs Office.
6. Graduate international students must visit MISPO for CPT processing.

Internship Sponsorship/Evaluation Forms

- [Internship Sponsorship Form](#) [PDF]
- [Internship Evaluation Form](#) [PDF]

Internship Course Offerings

Undergraduate Internships (MKT/IB 185 & MKT/IB174)

MKT or IB 185. *Undergraduate Internship 3 s.h.*

A work-study program open to senior marketing/IB majors. Students work a minimum of 120 hours in a structured marketing/IB training program offered by a for-profit or not-for-profit organization. Prerequisites: permission of department chairperson, a minimum grade point average of 3.0 in marketing/IB courses, and 3.0 overall, MKT 124 (for MKT 185 only). NOTE: Students may take this course only once. Satisfactory completion of this course counts toward marketing or IB major requirements. Corequisite: related course in the area of internship. (Students who do not meet these requirements, see MKT or IB 174.) (Formerly Internship.) Students who enroll in MKT 185 are not permitted to use MKT 190 as a marketing concentration course.

MKT or IB 174. *Undergraduate Business Internship 1-3 s.h.*

Actual practical experience in an approved setting open to junior and senior marketing/IB majors. Students work a minimum of 40 hours for 1 credit or a minimum of 80 hours for 2 credits or a minimum of 120 hours for 3 credits in a structured marketing/IB program offered by a for-profit or not-for-profit organization. NOTE: Students may take this course three times if taken as a 1 credit class. The maximum number of credits that can be earned with this internship is 3 credits. Satisfactory completion of this course counts toward general degree requirements but does not satisfy marketing or IB major requirements. Prerequisites: permission of department chairperson, a minimum grade point average of 2.5 in marketing/IB courses and 2.5 overall, MKT 101 (for MKT 174 only), junior class standing or above.

Graduate Internships (MKT/IB 330 & MKT/IB329)

MKT or IB 330. *Graduate Internship 3 s.h.*

A work-study program open to graduate students who are specializing in marketing/IB. Students work a minimum of 100 hours in the semester for selected business organizations in their area of specialization. A written evaluation of a complex marketing/IB decision is prepared by the student at the completion of the course. Most internship opportunities involve some form of monetary remuneration. NOTE: Students may take this course only once. Prerequisites: All core competency courses or approved equivalents, 24 graduate-level credits with a 3.3 average and permission of department chairperson. Open only to matriculated Zarb School of Business graduate students and/or matriculated School of Education and Allied Human Services graduate students where appropriate.

MKT or IB 329. Graduate Business Internship 1-3 s.h.

A work-study program open to graduate students who are specializing in one of the Zarb School's business disciplines. Students work a minimum of 35 hours in the semester for 1 credit or a minimum of 70 hours for 2 credits or a minimum of 100 hours for 3 credits in a structured business program offered by a for-profit or not-for-profit organization in their area of specialization. A written evaluation of the internship work is prepared by the student at the completion of the course. Most but not all internship opportunities involve some form of monetary remuneration. *Prerequisite(s)/Course Notes:* Three core competency courses, one of which must be in the field of the student's major and subject of the internship, or approved equivalents; 12 graduate-level credits with a 3.2 average; and permission of department chairperson. NOTE: Students may take this course three times if taken as a 1 credit class. The maximum number of credits that can be earned with this internship is 3 credits. Satisfactory completion of all 3 credits may help with the computation of a student's overall grade point average; credits do not satisfy requirements in any major. Open only to matriculated graduate students in the Zarb School of Business and in other Schools at Hofstra where appropriate. See specific program requirements.

MKT 331. Graduate M.S. Marketing Internship 3 s.h.

A work-study program open to graduate students who are specializing in marketing. Students work a minimum of 100 hours in the semester for selected business organizations in their area of specialization. A written evaluation of a complex marketing decision is prepared by the student at the completion of the course. Most internship opportunities involve some form of monetary remuneration. *Prerequisite(s)/Course Notes:* 9 graduate-level marketing credits with a 3.3 average and permission of department chairperson. Open only to matriculated graduate students in the Zarb School of Business and in other Schools at Hofstra where appropriate.

MKT 332. Graduate M.S. Marketing Research Internship 3 s.h.

A work-study program open to graduate students who are specializing in marketing research. Students work a minimum of 100 hours in the semester for selected business organizations in their area of specialization. A written evaluation of a complex marketing decision is prepared by the student at the completion of the course. Most internship opportunities involve some form of monetary remuneration. *Prerequisite(s)/Course Notes:* MKT 245 plus 6 graduate-level credits with a 3.3 average and permission of department chairperson. Open only to matriculated graduate students in the Zarb School of Business and in other Schools at Hofstra where appropriate.

Sincerely,

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<https://my.hofstra.edu/web/home-community/student-internship-courses>